

City of Newport Beach SPECIAL EVENTS ADVISORY COMMITTEE Minutes - DRAFT

Date: October 24, 2011

Time: 4:30 pm

Location: OASIS Senior Center, Room 4

1. Call to Order

Committee Members present:

Judy Brower
Jeff Cole
Janis Dinwiddie
Vicki Higgins
Marshall Topping

Committee Members absent:

Laura Davis, Chair Kirwan Rockefeller

Staff present:

Tara Finnigan, Public Information Manager Shirley Oborny, Executive Assistant to the City Manager

Guests present:

Jim Mosher Jeff Parker Dan Purcell Bob Rush Bernie Svalstad Tammie Thompson

2. Approval of the Minutes

The approval of the following meeting minutes were continued to the next meeting:

- May 31, 2011
- June 9, 2011
- June 16, 2011

3. Comments from the Public on Non-Agenda Items

No comments were made.

4. Resignation of Committee Member

Ms. Finnigan announced that Mr. Rockefeller resigned from the committee due to a conflict in his work schedule. A new committee member will not be appointed until after the new year. The committee thanked Mr. Rockefeller for his service on the committee.

5. 2012 Process Planning

a. Proposed Schedule for Next Grant Review and Award Cycle

• Committee meeting - November 28, 2011;

- Application available online December 15, 2011;
- Committee meeting December 19, 2011;
- Committee meeting January 23, 2012;
- Applications due February 15, 2012.

In response to Mr. Svalstad's comment that it would be helpful if the decision to award sponsorship funds be made before May, Mr. Topping explained that the sponsorships are worked into the Council's budget meeting that takes place in June. Ms. Finnigan would also add the City Council cycle to the schedule.

b. Changes to Application

Ms. Higgins distributed and discussed a detailed draft overview she created to help the applicants understand the process. Mr. Topping talked about revisions he made to the application. Discussion ensued.

c. Changes to Evaluation Process including Scoring Sheet

Mr. Cole led a discussion on how to streamline the process and make it more transparent. The committee specifically discussed how to score the community component against the economic component and how to weigh small events against large events.

Bob Rush brought up the issue that some applicants receive grant funds from the City and then subsequently award grant funds to charities. He said in a sense, the City in some incremental amount is funding other grants. He didn't feel this issue has been satisfactorily addressed. He pointed out that some of the applicants are granting more money than amount some of the smaller events are asking for. In these situations he feels the City should reduce the grant award by the amount the applicant is subsequently granting to other charities. He also suggested the applicants identify what awards are being giving out. Ms. Finnigan suggested that if the committee would like she could go back and look for those sorts of references in the applications that were submitted this year and bring them back to the committee at a future meeting since this issue is not on today's agenda. The committee agreed that the applicant should provide this information.

In response to Mr. Parker's inquiry as to whether the committee would be evaluating an organization's multiple events as a whole or each of its events individually, the committee said each individual event would be looked at separately. He also voiced his concern that smaller events that don't bring an economic return have just as much value as the larger events and as such he questioned how the committee could use the same judging criteria. He thinks it could be subjective. Mr. Topping thinks the economic events and the community events will both weigh high and therefore would even out the scoring. He thinks it's the committee's responsibility to judge them the same. Ms. Brower suggested Ms. Finnigan could inquire as to whether these two types of events could be judged separately. Ms. Finnigan said she would talk to the City Manager. Mr. Cole agreed with Mr. Topping that the committee could even the playing field through proper scoring.

The committee talked about the importance of applicants providing a post-event recap.

Mr. Mosher said the effort to make the process more transparent is commendable. He liked the idea of separating the commercial events from the non-commercial events if possible.

6. Next Meeting

The next meeting was scheduled for November 28, 2011. Ms. Finnigan said she would discuss with the City Manager whether certain administrative issues the committee brought up would need Council approval. Mr. Marshall and Ms. Higgins would coordinate the application and scoring revisions prior to the next meeting.

7. Adjournment

The meeting adjourned at 6:04 p.m.